Philip Morris USA — Implications

WEEKLY UPDATE
IMPLICATIONS
MARCH 14, 1994

- Quarter-to-date volume increased slightly to 6.1 billion units above Original Budget reflecting:
  - Stronger going rates driven by Marlboro.
  - Stable retail pack and carton prices since mid-December.
  - Lean Marlboro retail and wholesale inventories.
  - Moderate competitive promotional activity.

- Most performance benchmarks are favorable. Basic's share of Discount in C-stores has improved to 17% over the past four weeks, but remains -0.3 points below its benchmark.

- PM-USA's volume could range from 49.5 to 50.1 billion for the First Quarter. This would give PM a First Quarter share of 42.7, up +1.15 points from First Quarter 1993.

- Competitive manufacturer weekly volume performance continues to be above forecast due to speculative purchases by the trade.

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Source: https://www.industrydocuments.ucsf.edu/docs/rxpk0000